

# Introduction

Volume 3 is the most diverse thematically, containing articles on the general and applied aspects of onomastics, on onymy in literature and other cultural texts, as well as on chrematonyms. There are also two reports, which pertain to the development of socioonomastics in Scandinavia and to the activity of the journal *Onoma*.

1. The section devoted to general and applied onomastics, arranged alphabetically by the names of authors, contains nine contributions. Among them, theoretical insights into the discipline are offered in the papers by Richard Coates, Wojciech Włoskowitz, Unni Leino, and Tiina Laansalu in co-authorship with Peeter Päll. Apart from these, the section also contains studies in applied onomastics. The papers by Andrea Bölcskei and Nataliya Vasilyeva deal with onomastic terminology, while the others focus on issues that arise in inter-lingual and cross-cultural contexts, such as proper name translation

(the contribution by Tamás Farkas), phonetic adaptations of proper names (the text by Alexandra Ebel and Robert Skoczek), or exonyms (the article by Veronika Štěpánová).

The topic discussed by **Richard Coates** is a perennial onomasticians' dilemma: whether proper names carry meaning or are merely meaningless labels, which has a bearing on the relationship between the name and the self. Focusing on personal naming, and assuming the validity of the claim that there in fact exists a special bond between a name and its bearer, the author proposes a seven-item typology of the appropriateness of a name, in terms of its aesthetic qualities and diverse individual or societal factors that may have influenced its choice. He also highlights the link between personal naming and power relations, as well as emphasising the necessity for more up-to-date, comparative cultural research.

**Wojciech Włoskowitz** combines the Aristotelian fundamentals of defining with the equally classic de Saussure's *signifiant/signifié* distinction, aiming at a possibly comprehensive definition of properhood. While doing so, he also takes into account the inherently semiotic nature of onyms (with a corollary that they do have meaning), as well as the "poly-polar" (in his wording) nature of the proprial space that comprises both more and less prototypical proper names, with the degree of their prototypicality determined by a number of specific criteria.

The ever-interesting onomastic question regarding the essence of properhood has also attracted the attention of **Unni Leino**. Such a topic would not be easy to discuss today without referring to the voluminous body of previous research – and yet she succeeds in combining it with her own ideas, based on Construction Grammar. She underscores the role of the context in the linguistic item's pragmatic realisation of its (onymic or appellative) potential. Assuming the inherent polysemic character rather than monoreferentiality of onyms makes it possible to build a more consistent definition of proper names. Finally, she proposes to admit that semantic change operates not only in the lexicon but may apply to onyms as well.

Defining artifact names is the task taken on by **Tiina Laansalu** and **Peeter Päll**, who thus add yet another theoretical-terminological contribution to the volume. They subsume under this concept the names given to all man-made objects in both urban and rural areas, including features as diverse as roads, churches, public transport stops or wells. Their conclusions are based on Estonian onymic material, and the classification outcomes are found to be not only complex but also highly culture-specific.

**Andrea Bölcskei** analyses the onomastic terminology as it appeared in the proceedings from three recent ICOS congresses: in Barcelona (2011), Glasgow (2014) and Debrecen (2017). She applies to this task the tools of corpus linguistics, creating three corpora that jointly comprise a total of well over 2.5 million words. Her focus is on the frequency of particular terms, as well as on their distributional patterns and the collocations they enter into. She also shows how modern linguistic software can aid onomasticians in their research, especially through the creation of a multilingual, online onomastic terminological database.

**Nataliya Vasilyeva** in her paper asks a very pertinent question: do we really need so many new terms in onomastics, and what criteria should we apply to determine their usefulness (or lack thereof)? To address the problem, she turns to text linguistics, whose methodology endows her with textual evaluation criteria (including also the aesthetic factor). The material base of her research is a corpus of onomastic texts by Belarusian and Russian scholars.

The contribution by **Tamás Farkas** deals with the intricacies of proper name translation, which he perceives as a special form of interlingual and intercultural communication, thus necessitating an approach different from that applicable to translating common nouns. Since proper names are culturally embedded, their decoding requires high cultural competence – otherwise they may be mistaken for common nouns (or the opposite may happen), and their translation may lack consistency, both text-internally and in relation to previous instalments of a series of books or films. Drawing on examples taken from a self-collected corpus, with mostly English as the source language (or an intermediary) and Hungarian as the target one, he offers an overview of frequent translation errors that is both informative and amusing.

**Alexandra Ebel** and **Robert Skoczek** discuss the pronunciation of proper names of foreign origin (with a special focus on Polish onymy) by German broadcasters, highlighting the need for a fine balance between faithfulness to the original on the one hand, and standards of the German language, as defined by normative reference works, on the other.

Exonyms and their use by the Czech public are the topic of the paper by **Veronika Štěpánová**, who uses as her material the queries directed to the Language Consulting Centre of the Czech Language Institute. These queries are recorded, transcribed, anonymised and eventually entered into a searchable database that is freely available online. The analysis highlights the areas of exonym use that pose the most problems for Czechs (names of towns

and villages, especially in Poland, Germany and typical holiday destinations) and also sheds light on the attitudes of contemporary language users, some of whom evidently disapprove of exonyms.

2. Another relevant area of scholarly interest, literary onomastics, is represented by 14 papers, 10 of which are concerned with literature as such, and the remaining four with other texts of culture. Among the former, two contributions (by Maria Giovanna Arcamone and Nataliia Kolesnyk in collaboration with Oksana Petrenko) focus on more general aspects of literary onomastics.

Many researchers focus on the literary output of one particular writer. This is for instance the case of **Guy Achard-Bayle**, who, taking as his point of departure the novel “The Strange Case of Dr Jekyll and Mr Hyde” by Robert Louis Stevenson, and, utilising the tools of semantics, the philosophy of language and the cognitive sciences, considers the way the double persona of the title character/s functions in the chain of references, which also relates to the questions of identity.

Onomastic dualism is also explored in the paper by **Alessandra Cattani**, who analyses personal naming in Leonid Andreyev’s “Diary of Satan”. The Russian writer’s likely bipolar disorder is taken as a possible key to understanding the “bipolar” nature of the names of the four main characters in the novel. Russian prose is also the research field of **Tetyana Rosique**, whose French-language paper is related to the literary onymy in Anton Chekhov’s short story “Boys” (“Mal’chiki”), with a particular focus on the name of the protagonist, *Tchetchevitsin* (in another English translation rendered as *Lentilsin* – which, similarly to the Russian original and its French renditions, is grounded in the cultural, especially Biblical, connotations related to lentils).

**Ewa Kubusiak**’s article analyses unconventional personal naming in the so-called *Thief’s Trilogy* by Sergiusz Piasecki, who depicted the life of the criminal underworld of Minsk (the capital of today’s Belarus) at the close of the First World War and directly afterwards. Kubusiak identifies the motivation behind the five dozen pseudonyms and nicknames found in the three novels, tracing them to the criminal sociolect used by the characters and well-known to Piasecki, who himself spent some time in prison.

**Ayokunmi O. Ojebode** discusses the role of the zoonyms in the play “Kolera Kolej” by the Nigerian author Femi Osofisan, highlighting their function and deep-rootedness in the traditional Yoruba epistemology. By the use of animal names and the related metaphors and folk wisdom, it is argued, the political situation in Nigeria is commented upon.

The functions of proper names in five plays by Karel Čapek are analysed by **Petr Pořízka**, who uses for this purpose a self-created annotated corpus. He employs a quantitative linguistic analysis and the analysis of the keywords (as well as of prominent text units). His methodology allows for segmentation of the studied material according to particular plays, to individual literary characters, and to the type of the text (dialogues vs. metatext). As shown, the results of frequency analyses rely largely on the specific parameters adopted (e.g., spoken and written text yield different frequency structures).

**Caterina Saracco** bases her intriguing contribution on Leo Spitzer's 1920 work classifying the plethora of periphrastic ways in which imprisoned Italian soldiers asked their relatives for food without risking that the censorship would prevent the delivery of their correspondence (since wartime regulations forbade openly complaining about hunger). She highlights one subset of Spitzer's rich collection: the onyms that resulted from personifying hunger.

Even single onyms can offer a promising research field. Thus, **Virna Fagiolo** studies the intricacies of the etymology of the name *Dracula*, tracking the connections between the bloodthirsty literary character and a historical figure from 15th-century Wallachia. **Rolandas Kregždys** in his turn provides a thorough etymological analysis of the Old Prussian mythonym *Patollo*, believing it to be not a name of a deity of the dead but a pseudomythologem invented by the 15th–16th century chronicler Simon Grunau. The alleged onym is claimed to be in fact a misinterpreted Latin-language adverb meaning 'everywhere, openly, in public'.

While many researchers, as can be seen, contributed a case study centred on one particular literary work or even one onym, a few others decided to take a more general approach. This was the case of **Maria Giovanna Arcamone**, who offered a description of the activities of the Italian Society for Literary Onomastics. Literary onomastics has been a recognised field of onomastic study for several decades now. Well into the 21st century, Ukrainian onomasticians **Nataliia Kolesnyk** and **Oksana Petrenko** take stock of its scope, objectives and challenges, identifying its subfields concerned with folklore, mythology, the Bible and name translation in literature. Their principal focus is the divide (and the ensuing differences) between what they term literary/artistic onomastics on the one hand and folklore onomastics on the other.

Somewhat expanding the perspective offered by the analysis of proper names in literature, **Duoduo Xu** introduces the reader to Dongbaism and Dabaism, two religions from Southwest China. She analyses the names of five

spirits that constitute representative symbols of Dongba and Daba doctrines and explains their etymology. This enables her to highlight the differences between the two sets of beliefs, as well as to shed light on their origins and to identify the Tibetan elements in both.

**Valeria Di Clemente** presents the so-called “Declaration of Arbroath”, a document of great importance for the history and culture of Scotland. It was a 14th century letter that originated in Robert the Bruce’s chancery and was sent to the Pope. Containing a number of personal names of the noblemen who signed the letter, it constitutes a valuable source for the study of the development of family names in Scottish aristocratic families.

**Oleksandra Kuzmenko** also takes a step beyond the usual area of interest of literary onomastics, concentrating on the importance of toponyms for storytelling, world-building and navigating in video games. She is also interested in the relationships between the naming patterns of real toponyms and the in-game ones, in the interactivity and intertextuality of the latter, and, finally, in the potential of traditional toponymic categories for the analysis of in-game toponymy.

3. The third sub-section of the volume deals with chrematonyms. **Richard Coates**, to begin with, argues compellingly for the embeddedness of the names of railway locomotives in the sociocultural reality that constituted the backdrop to the naming in the second half of the 19th and the first half of the 20th centuries. Derived from personal and geographical names (especially those that went down in history), from astronoms, or even from the names of racehorses, locomotive names reflect the mentality of their name-givers, as well as, generally, Britain’s imperial project. The analysed onyms stand in contrast with those of the early 19th-century, when the names of locomotives mostly underscored their technical merits.

Analysing Slovak logonyms, that is, company and trade names, **Mária Imrichová** perceives them as multifunctional microtexts, noting that some are devoid of decipherable motivation, whereas in others motivation is clearly visible, providing a link between the onym and its referent. A comparison of her own past (1995–2000) and present research allows her to reveal today’s higher awareness among company owners of the importance of appropriate naming, tailored to the type of activity and to the information that is to be shared with the prospective customer.

In a similar vein, **Natália Kolenčíková** discusses perfume names on the basis of a corpus of 90 onyms excerpted from the offer of an online cosmetic

shop. Working towards the creation of a more general model, she attempts to identify common tendencies, revealing the semantic attributes of names, such as quality, directedness, and, to a far lesser extent, place affiliation, trademark, numerical and honorification characteristics.

**Tereza Slaměňíková** in her paper analyses the names of Chinese restaurants in Prague, taking into account both their linguistic form and semantic aspects. These names may connote good fortune, prosperity, warmth, enjoyment, as well as Chinese culinary traditions; botany-inspired onyms are popular too, and so are those motivated by precious stones and certain animals. Her research shows that while restaurant names typically send a clear message to customers that enables correct identification of the cuisine offered as Chinese (though not necessarily regional), the details of the cultural content – such as the underlying values coded in the names – are fully legible only to those who can read Chinese.

Adopting a cognitive approach to proper name semantics, and drawing on the insights gained from frame theory, **Galina Zymovets** closes the section devoted to chrematonymy with a paper in which she takes a close look at the names of travel agencies in Germany, Ukraine and Poland. She reveals slots and subframes that indicate the productivity of certain naming patterns, and also highlights convergencies and differences among the studied countries in the use of particular motivators.

4. The volume ends with two reports. The first one, by **Terhi Ainiala**, **Emilia Aldrin** and **Birgit Eggert**, outlines new tendencies in Nordic socio-onomastics, highlighting international cooperation and its objectives among the countries in question. The authors take stock of the areas already adequately addressed in Nordic research and of those still in need of comprehensive study, considering how the existence of a network that comprises scholars from Sweden, Denmark, Norway and Finland may assist in enhanced insight into the phenomena on the interface of proper names and the society. The report also presents the activities of the newly created journal “Nordic Journal of Socio-Onomastics”.

In the other, **Oliviú Felecan** and **Alina Bugheşiu** share with the reader their experience of *Onoma*, the oldest onomastic journal, published by and on behalf of the International Council of Onomastic Sciences, which they have been managing since January 2019. The authors explain the context and the particulars of the journal’s departure from its former publisher, outline the challenges that the new team had to face, and also underscore the achievements to their credit, which indeed are impressive, considering

the little time that has elapsed since the new paradigm in the publication of the journal was established by ICOS. Discussing this report seemed to us an apt manner in which to close the three-volume publication, entertaining the hope that onomastics as a discipline will increase in importance in the years to come.

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